

BACHELOR OF SCIENCE IN

FASHION MERCHANDISING



DESIGN YOUR FUTURE IN FASHION

The Fashion Merchandising program provides a comprehensive education that blends professional expertise in retail with advanced creative skills in fashion design. This versatile foundation prepares students for a wide range of career paths, including:

- Retail management and entrepreneurship
- Textile and apparel product development
- Fashion design and styling
- Buying and trend forecasting
- Fashion journalism
- Visual merchandising

Through a dynamic curriculum, students gain hands-on experience and industry insight while exploring topics such as:

- Fashion buying and visual merchandising
- Clothing construction and pattern development
- History of fashion and cultural influences on fashion

To further tailor their education, students may select a complementary minor, allowing them to deepen their expertise in an area that aligns with their personal passions and professional goals.

OPPORTUNITIES

- Annual School of the Arts trip
- Annual juried exhibitions
- On-campus exhibitions
- Merchandising and Apparel Design Association (MADA) RSO
- Art Association RSO
- Blueroom Magazine RSO
- Student Collaboration Grant
- Student art sales
- Study abroad options

FACILITIES

- Glenn Hild Student Art Gallery
- Fashion lab
- Photography studio
- Drawing studios (2)
- Non-toxic Printmaking studio
- Multimedia and seminar rooms
- Ample public exhibition space

+ ACCESSIBLE + AFFORDABLE + ACCREDITED

QUESTIONS? CONTACT:

DEPARTMENT OF ART + DESIGN

Doudna Fine Arts Center

ARTDEPT@EIU.EDU
(217) 581-3410



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FASHION MERCHANDISING CURRICULUM REQUIREMENTS: 56 HRS

All courses are 3 credit hours unless otherwise noted

MAJOR CORE COURSEWORK: 36 HRS

FMD 1244 Survey of Fashion
FMD 2233 Intro to Fashion Merchandising
FMD 2234 Apparel Construction
FMD 2244 Fashion & Fiber
FMD 2245 Fashion E-tailing
FMD 3200 The History of Fashion
FMD 3233 Retail Mathematics
FMD 3244 Global Fashion Forecasting
FMD 3838 Apparel Development and Design*
FMD 4275 Internship
FMD 4772 Sustainability and Social Change in Fashion
FMD 4848 Cultural Aspects of Fashion
FMD 4926 Visual Merchandising*

INTERDISCIPLINARY COURSEWORK: 20 HRS

ART 1110 2-D Foundations
ART 1111 3-D Foundations
ART 1749 Creative Practices (1 hr)
ART 2012G Asian Art
AND/OR
ART 2601G Art in the Pre-Modern Era
AND/OR
ART 2602G Art in the Modern Era
ART 2749 Professional Practices (1 hr)
ART 2910 Introduction to Graphic Design
PSY 1879 Introductory Psychology

Recommended Schedule of Classes

	FALL SEMESTER		SPRING SEMESTER	
	COURSE	HRS	COURSE	HRS
YEAR 1	ART 1110 Design Fundamentals 2D	3	ART 1111 Design Fundamentals 3D	3
	ART 1749 Creative Practices	1	GEN ED LANGUAGE Speech	3
	FMD 1244 Survey of Fashion (FA only)	3	PSY 1879G Introductory Psychology	3
	FMD 2233 Introduction to Fashion Merchandising (FA only)	3	GEN ED LANGUAGE ENG 1002G	3
	GEN ED LANGUAGE ENG 1001G	3	GEN ED MATH	3
	Total	13	Total	15
YEAR 2	COURSE	HRS	COURSE	HRS
	ART 2910 Intro to Graphic Design	3	ART HISTORY - 2012G, 2601G, or 2602G	3
	FMD 2234 Apparel Construction (FA only)	3	FMD 2244 Fashion & Fiber (SP only)	3
	GEN ED SCIENCE	3	GEN ED SOCIAL/BEHAVIORAL SCIENCE	3
	GEN ED HUMANITIES & FINE ARTS	3	GEN ED SCIENCE W/ LAB	4
	Elective	3	Elective	3
	Total	15	Total	16
YEAR 3	COURSE	HRS	COURSE	HRS
	ART 2749 Professional Practices	1	FMD 3200 The History of Fashion (SP only-odd)	3
	FMD 2245 Fashion E-tailing (FA only-even)	3	FMD 3244 Global Fashion Forecasting (SP only-odd)	3
	GEN ED CULTURAL DIVERSITY	3	FMD 4848 Cultural Aspects of Fashion (SP only-odd)	3
	GEN ED SOCIAL/BEHAVIORAL SCIENCE	3	Elective	3
	Elective	3	Elective	3
	Elective	3		
	Elective	16	Total	15
YEAR 4	COURSE	HRS	COURSE	HRS
	FMD 4926 Visual Merchandising (FA only-odd)	3	FMD 3233 Retail Mathematics (SP only-even)	3
	FMD 4772 Sustainability and Social Change in Fashion (FA only-odd)	3	FMD 3838 Apparel Development and Design (SP only-even)	3
	GEN ED HUMANITIES	3	GEN ED SENIOR SEMINAR	3
	Elective	3	FMD 4275 Internship (summer)*	3
	Elective	3	Elective	3
	Total	15	Total	15

Note: The four-year sequence assumes high school world language requirements have been met. All data according to 23-24 catalog.